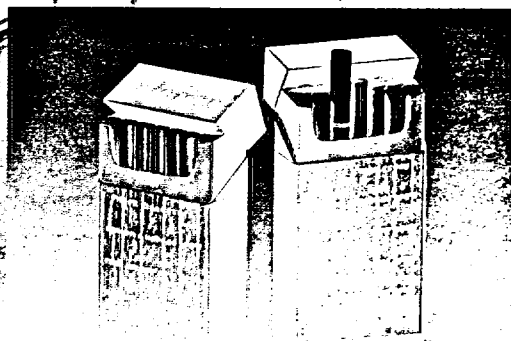


Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

**If you got  
jammed  
in the car pool  
with your soft pack**

**try our new  
hard pack.  
Benson & Hedges  
100's.**



Regular or Menthol

17 mg. "tar," 1.1 mg. nicotine,  
av. per cigarette, FTC Report, Oct. '74.

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